Quantity: 1.2 competitive smokers
Timing: July-August 1991

Quantity: 1.2 competitive smokers
Timing: Will follow 2 weeks after Mailing #1

2045725471

o Box - 5 packs Medium
o Envelope
  - letter
  - brochure
  - survey
  - coupon: B1G1F (Medium only)

Mailing #1A To New Hampshire & Iowa

o Envelope
  - letter
  - brochure
  - survey
  - coupons: Free 3 pack coupon (Medium Only)
    B1G1F (Medium Only

o 120,000 surveys returned
o Update database 10%

o Large envelope
 - Denim shirt brochure
  - Letter
  - BRE
  - Coupons: Two $4 off a carton (any style)
  - Refer-A-Friend

o Denim shirt orders
o 10% (120,000)
o 60 pk UPCs + 3 shp/hndl

o Refer-A-Friend
o 25% (300,000)

Quality Responders

Rejections

Competitive
o Free pack coupon
  -Medium only
o $4 off a carton
  any style
  Marlboro

Marlboro
o Free pack coupon
o Any style

Signatures

DOB < LA

Duplicates

o Requalify
o Fulfill

Rejection ltrs.

Rejection ltrs.

Source: https://www.industrydocuments.ucsf.edu/docs/tlmj0004